

**SPOTLIGHT ON
NATIVE AMERICA – SOUTHWEST
August 11-14, 2002**

Spotlight on Native America Southwest is a an opportunity for hotels, restaurants, Destination Management Organizations, attractions and sightseeing services located in and around Tribal Lands to meet with tour operators and to participate in an educational forum designed to build business relationships.

This event is modeled after the very successful Spotlight on Arizona, which has brought tour operators and suppliers together for the past five years. Here is what attendees from prior Spotlight events have said:

*"I have been a Spotlight on Arizona participant since the first event and it ranks number one in my book. I've been anxiously awaiting Spotlight on Native America Southwest. This will provide the opportunity to meet tour operators that have a specific interest in what we have to offer. **All tribes interested in bringing visitors to their nations should put this on their must do list!"***

Kathie Curley – NAVAJO NATION TOURISM

"Thanks for a great conference! Excellent speakers and good trade show."
Dave & Margie - AZ WORLDSPAN TOURS

"Thank you for arranging Spotlight so well! The impact on my life was multi-dimensional: professional, personal & spiritual."
Carroll Driscoll – TRAVEL TURTLE TOURS

When you attend Spotlight on Native America Southwest you will meet with tour operators in an organized trade show where you will have table-top presentations of your product. You will also be able to get to know these tour operators during the social events that are included in the registration fee. All of your meals during the event are included. The educational seminars are your opportunity to gain valuable knowledge from industry leaders. Every business that participates will be able to provide a fact sheet that will be distributed to all suppliers and tour operators in a professionally bound notebook and you will receive detailed profile sheets on every tour operator attending.

Sign up now and send the attached registration to reserve your place at Spotlight on Native America Southwest.

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Objective:

To bring Tour Operators and Native American businesses (from tribal and surrounding lands) together to build business relationships and to provide an educational forum for all attendees to discover new ways for increasing business.

Sunday, August 11, 2002:

- 3:00 pm - Early arrivals
- 7:00 pm - Early Bird Reception

Monday, August 12, 2002:

- 8:00 am - Event registration
- 9:00 am - Keynote Speaker
- 12:00 pm - Sponsored Lunch
- 2:00 pm - Destination Update
- 3:00 pm - Suppliers– Working with Tour Operators
- 3:00 pm - Operators– Cultural Awareness
- 6:00 pm - Sponsored Evening Function

Tuesday, August 13, 2002:

- 8:00 am - Sponsored Breakfast/Operators
- 9:00 am - Trade Show
- 12:00 pm - Sponsored Lunch
- 2:00 pm - Suppliers – Cultural Tourism Product
- 2:00 pm - Operators – Cultural Tour Programming
- 3:00 pm - Suppliers – Cultural Tourism Grants
- 3:00 pm - Operators– Special Events
- 5:00 pm - Sponsored Evening Function

Wednesday, August 14, 2002:

Depart for home

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Please complete the following registration form and return it with your payment.
A separate registration is required for each delegate attending.

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Title: _____ Email: _____

Phone: _____ Fax: _____

Please check here if you are tribally owned and operated: ☐

Spotlight "Buddy" Opportunities Available

If you would like to be paired with a Tour Operator arriving in Phoenix and transport them to Cliff Castle, please check the box below. This special program is being offered to Tour Operators who are flying into Phoenix and not going on pre-Spotlight Fam tours. Buddies will be assigned on a first request basis.

YES!!! I want to be a Tour Operator Buddy!! ☐

	<u>Cost</u>	<u>Total</u>
<i>Delegate Registration received by June 1, 2002</i>		
▪ For business located on tribal land	\$295	\$
▪ For businesses from surrounding areas	\$395	
▪ Additional delegates up to 3	\$150	
<i>Delegate Registration received after June 1, 2002</i>		
▪ For business located on tribal land	\$350	\$
▪ For businesses from surrounding areas	\$450	
▪ Additional delegates up to 3	\$200	

Registration includes all seminars, sponsored meals, trade show, and social functions.

Hotel Reservations:

CLIFF CASTLE RESORT

Spotlight Rate \$57 plus tax, single/double

PHONE (800) 381-7568

MICROTEL CAMP VERDE INN & SUITES

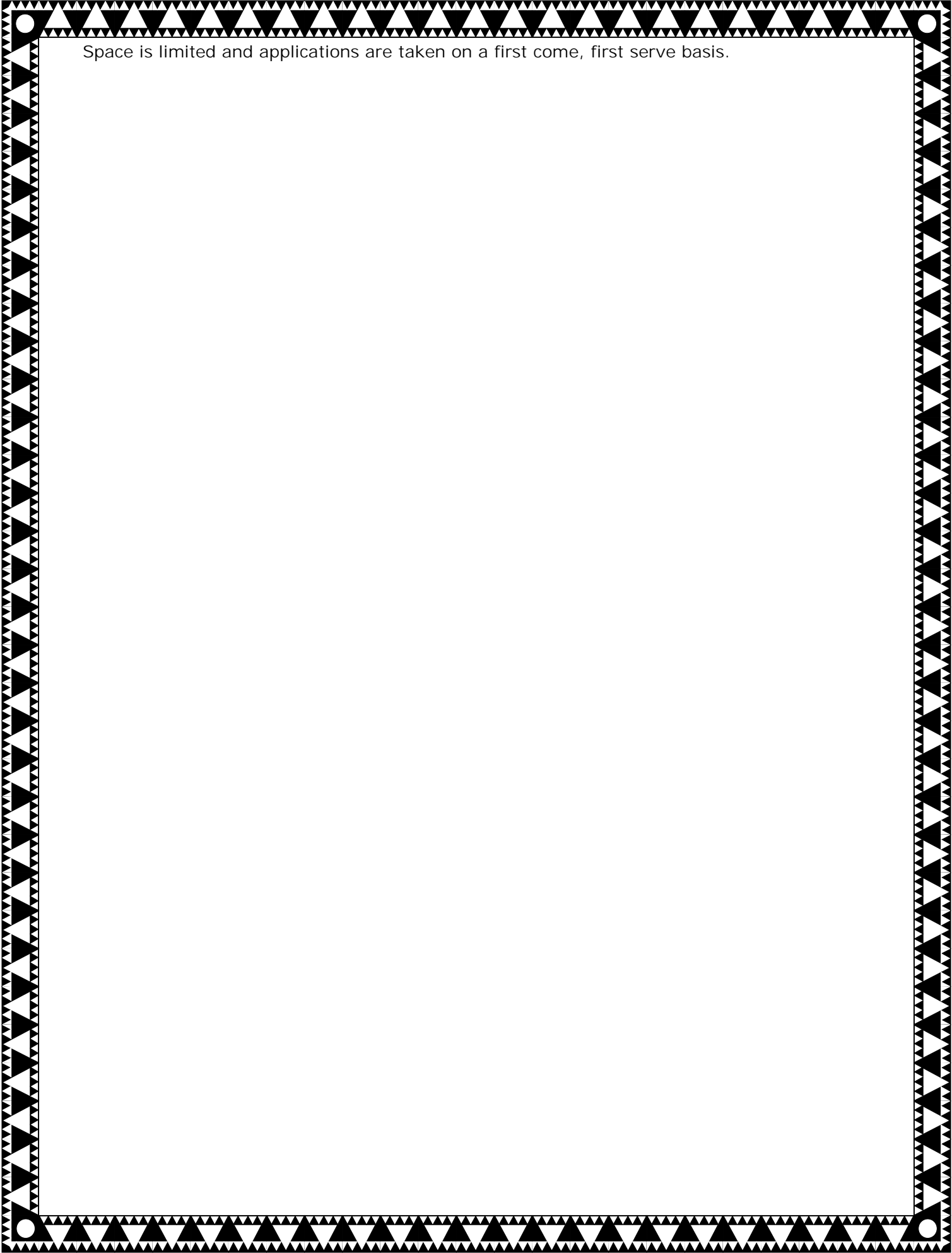
Spotlight Rate \$49.95 plus tax, suite, single/double

PHONE (928) 567-3700

Checks should be made out and mailed to:

Grand Canyon State Marketing
PMB 217
835 W. Warner #101
Gilbert, AZ 85233

For more information contact Conference Coordinator, Sue Arko at 480-926-5547 (phone),
480-926-2288 (fax), or spotlight@gcanyon.com



Space is limited and applications are taken on a first come, first serve basis.